Art Unit: 2623

REMARKS

Reconsideration of this application, as presently amended, is respectfully requested.

Claims 26-40 are now pending in this application, claims 1-5 and 11-25 having been cancelled

and new claims 26-40 having been added by the present Amendment.

Claim Rejections - 35 U.S.C. §103

In the final Office Action dated July 24, 2007, claims 1-5 and 11-25 were rejected under

35 U.S.C. §103(a) as being unpatentable over **Thibadeau** (USP 5,565,909, previously cited) in

view of **Zigmond** (USP 6,698,020, previously cited).

It is respectfully submitted that neither Thibadeau nor Zigmond disclose or suggest the

features currently recited in the present claims, for example, "a digital broadcast receiving

device, comprising receiving means for receiving a digital broadcasting signal that carries data

representing advertising information and geographical area information for the advertising

information; means for providing position data representing the position of the digital broadcast

receiving device in response to reception by the device of a transmission signal from a

transmitter; and selection means for selecting, in accordance with the position data and the

geographical area information, advertising information received by the receiving means to be

supplied to an output means."

Accordingly, reconsideration and withdrawal of the rejection under §103 are respectfully

requested.

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CONCLUSION

In view of the foregoing amendments and accompanying remarks, it is submitted that all

pending claims are in condition for allowance. A prompt and favorable reconsideration of the

rejection and an indication of allowability of all pending claims are earnestly solicited.

If the Examiner believes that there are issues remaining to be resolved in this application,

the Examiner is invited to contact the undersigned attorney at the telephone number indicated

below to arrange for an interview to expedite and complete prosecution of this case.

If this paper is not timely filed, Applicants respectfully petition for an appropriate

extension of time. The fees for such an extension or any other fees that may be due with respect

to this paper may be charged to Deposit Account No. 50-2866.

Respectfully submitted,

WESTERMAN, HATTORI, DANIELS & ADRIAN, LLP

William M. Schertler

Attorney for Applicants

Registration No. 35,348

Telephone: (202) 822-1100

Facsimile: (202) 822-1111

WMS/dlt